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PHILIPPINES

POPULATION, HEALTH & NUTRITION

TRUST FAMILY PROGRAM
DKT PHILIPPINES, INC.

PROJECT BACKGROUND

DKT Philippines, Inc. is a non-stock, non-profit Filipino non-government organization. Its mission is to make urgently needed contraceptive and reproductive health products and information available, accessible and affordable to the poorest population groups that need them, using the resources and mechanism of social marketing.

Since 1990, the DKT Philippines' Social Marketing Program has been promoting and selling condoms and OCP as part of the government's family planning and HIV/AIDS prevention efforts. The TFP is in the forefront of these efforts. Through the TFP, DKT Philippines is uniquely positioned to help bridge the transition from public sector dependence of the delivery of family planning commodities to a more commercially oriented delivery model.

Under the TFP, which started on October 1, 2002, USAID assists the marketing of new, affordable OCP and DMPA nationally with the objective of full sustainability. The marketing program will result in the sales of 1.5 million vials of DMPA, 5.25 million cycles of a low-priced OCP and 75% increase in condom sales from 2001 levels in areas classified as "high risk" zones for HIV/AIDS.

The project will end in September 2005.

Visit our website:
www.usaid-ph.gov
keywords:contraceptives, pills

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PROJECT OBJECTIVE

With USAID's phasing down of its contraceptive donations, DKT Philippines' TRUST Family Program (TFP) has a very real and valuable role to play in the transition from a free contraceptive delivery system to a sustainable and commercial delivery model.



The program promotes contraceptive products, builds and expands the market and harnesses the active participation of the private commercial companies to ensure the future of family planning and HIV/AIDS prevention programs in the Philippines.

Efforts are concentrated on increasing the use of oral contraceptive pills (OCP) and injectable contraceptives (DMPA) and expanding the market for these, maximizing the following opportunities:



1. filling in the unmet need for family planning, specifically of those who can afford unsubsidized products;
2. generating new demand for contraceptives among potential users; and
3. capturing potential dropouts from the phase-out of the free contraceptive supply in the public sector.

PROGRAMS AND SERVICES

1. *Family planning promotion.* The program promotes proper family values such as correct spacing of children for parents to be able to take care of them. The program also encourages couples to establish a more responsible and responsive partnership.
2. *Product delivery.* TFP products are distributed and sold through establishing retail and medical outlets nationwide. Innovative distribution and retail strategies include consumer advertising, trade incentives and training of pharmacists to increase the availability and accessibility of these products for consumers.

ACCOMPLISHMENTS (AS OF DECEMBER 2004)

The TFP launched two new brands of contraceptives in 2003 targeted to users in the lower income levels. *LADY* is an OCP under a full cost recovery scheme priced at PhP 22.00. It is the second leading OCP brand in the market today. *DEPOTRUST*, now the leading injectable in the market, is a three-month DMPA selling for PhP90, which includes a disposable syringe and needle. The formulation of *DEPOTRUST*, a 3ml DMPA, is now included in the Philippine National Drug Formulary.